Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Please amend claims 1 and 15 as indicated below. Material to be inserted is in **bold and underline** and material to be deleted is in ~~strikeout~~ or, if the deletion is of five or fewer consecutive characters or would be difficult to see, in double brackets [[ ]].

Listing of Claims:

1.   (Currently Amended)   A method of providing coupons, the method comprising the steps of:

identifying items in a current transaction;

assigning an expected value to each coupon of a coupon set based on a comparison of the identified items with a predictor set that links expected value to each coupon of the coupon set;

selecting a coupon from the coupon set ~~and a characteristic of the coupon~~ based on the expected value of the coupon**;** [[, the]]

selecting a characteristic **of the selected coupon based on the expected value of the selected coupon and in a process distinct from selecting a coupon, the characteristic** corresponding to one or more of size, print quality, ~~spacing,~~ position, orientation, and color **of the selected coupon**; and

printing the selected coupon with the selected characteristic.

2.   (Original) The method of claim 1, further including the step of ranking each coupon of the coupon set to give each coupon a priority rank based on the assigned expected value.

3.   (Original) The method of claim 2, where selection of a coupon is made based on priority rank.

4.   (Original) The method of claim 1, where plural coupons are selected and printed.

5.   (Original) The method of claim 4, where a number of coupons to be printed is selected based on quantity of items in the current transaction.

6.   (Original) The method of claim 4, where a number of coupons to be printed is selected based on total price of items in the current transaction.

7.   (Original) The method of claim 1, where printing occurs on a transaction record.

8.   (Canceled)   ~

9.   (Previously Presented) The method of claim 1, where the selected characteristic also is based, at least in part, on quantity of items in the current transaction.

10.   (Previously Presented) The method of claim 1, where the selected characteristic also is based, at least in part, on total price of items in the current transaction.

11.   (Canceled)

12.   (Canceled)

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13.   (Canceled)

14.   (Canceled)

15.   (Currently Amended) A system for printing coupons, comprising:

an input device configured to identify items in a current transaction;

a processor that includes a correlation data structure in which each coupon of a coupon set is linked to a predictor set and an expected value, where the processor is operatively connected to the input device and configured to create a transaction file from the identified items, to assign the expected value to each coupon of the coupon set based on a comparison of the transaction file with the predictor set of each coupon, [[and]] to select a coupon of the coupon set and a characteristic of the coupon based on the expected value of the coupon, **and to select a characteristic of the selected coupon based on the expected value of the selected coupon and in a process distinct from selection of the coupon,** the characteristic corresponding to one or more of size, print quality, spacing, position, orientation, and color **of the selected coupon**; and

a printer operatively connected to the processor and configured to print the **selected** coupon with the **selected** characteristic selected by the processor.

16.   (Original)   The system of claim 15, where the processor is further configured to rank each coupon of the coupon set to give each coupon a priority rank based on the assigned expected value.

17.   (Original)   The system of claim 16, where the processor selects the coupon based on the priority rank of the coupon.

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18.   (Original) The system of claim 15, where the expected value is at least partially determined by a benefit received by transacting a subject item of each coupon.

19.   (Previously Presented) The system of claim 15, where the expected value is related to a predicted redemption frequency determined by the predictor set.

20.   (Previously Presented) The system of claim 19, where the predicted redemption frequency corresponds to a confidence of an association rule.

21.   (Canceled)

22.   (Canceled)

23.   (Canceled)

24.   (Canceled)

25.   (Canceled)

26.   (Canceled)

27.   (Canceled)